

Seniors'

EXPO 2023



SPONSORSHIP + EXHIBITOR OPPORTUNITIES

EXPLORE
GROW
CONNECT



Join us for an inside
scoop on all things
generations 50+

EXHIBITOR BOOTHS • EDUCATIONAL
SESSIONS • GIVEAWAY BAGS • MUSIC
FREE ADMISSION & PARKING

Saturday
April 29, 2023

Unison at Kerby Centre
1133-7 Avenue S.W.
Calgary, Alberta

(403) 265-0661
UnisonAlberta.com

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Unison at Kerby Centre is excited to host our annual signature event, the Seniors' Expo, in person **Saturday, April 29, 2023 from 9AM-3PM.**

The Expo offers a full day of fun for the 50+ with more than 60 trade-show booths, information sessions & entertainment featuring an impressive variety of products, services and information for older adults and their families. Approximately **2,500 people attended this one-day event last year**, making it a must-see annual event for the 50+ in Calgary.

The Seniors' Expo offers an incredible opportunity to profile your business to an engaged audience of older adults in Calgary. You'll get great visibility with your target demographic at this well-attended Expo and in marketing activities leading up to the event.

We are offering corporate sponsorships that give you significant opportunities to get in front of your target audience and share valuable information about your products and services.

SUPPORTING UNISON AT KERBY CENTRE

MISSION

To support older adults to live well in their community.

VISION

A community of engaged older adults.

Lead the way to change lives and make a real impact for vulnerable seniors in Southern Alberta. Unison is a non-profit that supports seniors through a variety of programs and services.

**We are inviting sponsors and exhibitors to bring non-perishable food donations to Expo.
Help us build a tower of food to feed hungry seniors!**

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SENIORS' EXPO SPONSORSHIPS

PARTNER \$2,000

Medium booth (8' x 6') with 6' table + 2 chairs (value \$750) + Company **LOGO** featured on Expo marketing + promotion including:

- Half page ad in April Kerby News (deadline March 10)
- Full colour 3-page ad featuring company logo/photo + business bio in April Kerby News (\$800 value) (deadline March 10)
- Post event thank you ad in May Kerby News + Unison website + newsletter
- Expo promotion via newsletters + Unison website
- Expo landing page for 4 weeks with link to your company's website
- Digital signage on Unison at Kerby Centre TVs + business ad in Expo Program (deadline March 30)
- Event signage

FRIEND \$1,200

Medium booth (8' x 6') with a 6' table + 2 chairs (value \$750) + Company **NAME** featured on Expo marketing + promotion including:

- Mention in April Kerby News (deadline March 10)
- Post event thank you ad in May Kerby News + Unison website + newsletter
- Expo promotion via newsletters
- Unison website Expo landing page for 4 weeks
- Digital signage on Unison at Kerby Centre TVs
- Company name in Expo Program (deadline March 30)
- Event signage

For more information about becoming a sponsor, please contact Lori Wilson

403-705-3179 or loriw@kerbycentre.com

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SPONSORSHIP + EXHIBITOR REGISTRATION

Please select your preferred option:

SPONSORS

- Partner (includes medium booth) **\$2,000** **\$2,075 with power**
Friend (includes medium booth) **\$1,200** **\$1,275 with power**

EXHIBITORS

- Small booth (only in the Lounge) 7' x 4' with 5' table + 2 chairs **\$500** **\$575 with power**
- Medium booth 8' x 6' with 6' table + 2 chairs **\$750** **\$825 with power**
- Large booth (6 available) 12' x 6' with 8' table + 2 chairs **\$950** **\$1,025 with power**

* 10% discount for booths outside of the main auditorium

Date: _____ Phone: _____
Company name: _____
Address: _____ City/PC: _____
Contact name: _____
Email (required): _____

PAYMENT INFO

Visa/MC: _____ Exp: _____ CSV _____
Name on card + signature: _____
Invoice required: Yes No

Parking is NOT included. Parking is available in city lots adjacent to Unison at Kerby Centre.

CANCELLATION POLICY

The rental fee (less a \$100 admin fee) will be returned for agreements cancelled **before 3 pm April 16, 2023**. There will be no refunds for agreements cancelled after this time. Sponsorships are non-refundable.

For more information about becoming an exhibitor or sponsor, please contact Lori Wilson
403-705-3179 or loriw@kerbycentre.com